

Message

From: Beal, Madeline [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=291BA88A5DE94AB7A8C6F1789C7985E8-BEAL, MADEL]
Sent: 9/11/2022 7:16:16 PM
To: Jenkins, Brandi [Jenkins.Brandi@epa.gov]
Subject: FW: EtO Coordination Meeting
Attachments: National Webinar Final Script_Run.docx; EtO National Public Meeting_Final_81022_.pptx; EtO Utah Public Meeting 817.pptx; Script EPA 8-17 UT Presentation.docx

From: Beal, Madeline

Sent: Tuesday, August 23, 2022 1:55 PM

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Subject: RE: EtO Coordination Meeting

Hi all,

I wanted to give you all a quick update and some resources concerning scripts and slides for community meetings. I am attaching the final script and slides from the national public webinar. These are the same as what you find in the teams folder, but as we get closer to community meetings, I wanted to be doubly sure that everyone has access to the same main set.

There is a lot in this email. Some of you may not need all this detail, but others may appreciate it. Above all, I want you all to understand the thought, practice, and oversight that have gone into the scripts and decks as we have them (including senior level HQ and RA input, but also input from experts in community engagement, EJ, and the subject areas).

I understand fully that these materials will need to be adapted and targeted to community and audience needs, but I also want to give you the background to know why we made the choices we did in case that helps you make choices on your own scripts. While each community meeting will need to speak to the individual needs of that community, it is also

essential to maintain a level of consistency across communities because where you live shouldn't impact the overall message you get about the risk you face.

Kerry Hicks from Region 8 and I recently took part in a community meeting in Utah. That meeting was a little different than what the community meetings are intended to be as it was hosted by the state and they were driving more of the timing and the agenda. We made it clear on the call that our focused meeting would be occurring later and provided details to the community about how to attend that meeting. I think the adaptations Kerry and I made to the script and slides will be useful to consider as you all are likely working on building your own scripts and thinking about your own slide decks. I am sharing these files with you here as well.

A couple of caveats:

- The Utah Deck was REALLY pared down. Kerry and I had a total of 10 minutes and we had to be really tight. I think we honestly cut a little more than we should have and some of that showed in the QA. But, I also think it can be useful to see what we were able to keep in even when it was cut so tight. I do **not** recommend that you cut this much from the main deck.
- For EPA meetings, I think it will be essential to keep that high-level senior voice on the front end to make sure we demonstrate our high-level attention to this issue to show we are taking these risks seriously.
- Also for EPA meetings, I do think it will be good to incorporate a public health voice. That was covered on this call by our state partners.
- I would have liked to say more about local contexts and the community around the site, but we did not build that out as completely as we might have, due to time constraints. I encourage those of you working on materials like this to fill community context in as much as you are able and as much as you feel is important for the community.

Notes on what is in the scripts and why:

Every part of the material in each of these scripts was included for a reason. Building trust with communities is hard. We need to both make it clear that we are taking this issue seriously, being very careful about any messaging that downplays risk AND we need to intentionally build trust throughout the presentations. Trust is generally considered to be made up of four components: Warmth, Competence, Honesty, and Perceptions of Listening.

Here are a few examples of things we included in the script and the agenda planning to build on these core needs for trust building:

General Trust Building:

- Provide context and needed knowledge to understand the risk.
- Focus on actions throughout which needs to include both actions EPA is taking/working with others on taking AND actions individuals can take (including engagement in the rule).

Warmth:

- Be personal and show that you are a human. Each and every one of you is working on this project because you care about the issue as both an employee and as a human. You can show both.
- Validate the spectrum of emotions (fear, anger, frustration) and make it clear that community members are not wrong to have these feelings. It is a valid way of understanding and coming to terms with risk. This can be done both in the script and in response to questions if someone is clearly upset or facing health difficulties, you can acknowledge that.

Competence:

- Practice (in an as true to life session as you can get) and make sure you are confident in your presentation and your answers.
- Make it clear that this is a process and that we are going to come back and update them on the process as we learn more.
- Repeat complex issues (like 100/million) in more than one way and by more than 1 speaker.

Honesty:

- Include statements on accountability and how the audience can check back and verify we are doing what we said.

- Provide ways to contact us if they feel action isn't progressing.
- Share details about work that we have already accomplished or that is in process through partnership.

Listening:

- Dedicate at least half of every meeting to hearing from the community.
- Do not put a box around what community members can and cannot share. Many community members will be concerned about sources of risk that have nothing to do with EtO. Have someone on hand who can speak to other sources or cumulative risk and take any questions that come up that we don't have the right speakers for back to the Agency to get a response.
- The moderator (and SMEs to some degree) can show they are listening by repeating key parts of an audience members question or concern back to them. Moderators can also occasionally push SMEs to re-answer or broaden an answer if from their perspective the answer didn't quite speak to the concern. This shows clearly that the question was heard.

When it comes to tough Q and A, I also want to quickly remind you of Lindsay's recommendation to follow the ATM method: Answer, Transition, Message. This means that you should answer each question as well as possible but then, where possible, remind the audience of EPA's perspective, role, and actions. In this case those key messages are: 1. This risk is concerning to us. 2. We are taking the issue very seriously and are working actively on multiple solutions. 3. We want to work with communities to hear their concerns and make sure those concerns play a role in our efforts going forward. There is also a metaphorically literal ton of Q and A support on the Teams site (many thanks to OAQPS for this).

I hope you find these notes and materials useful. I look forward to continuing to work with you all on your own materials and practice sessions. Please reach out if you have questions or concerns. Taylor is out through next week (on a much deserved vacation) and she has been the chief organizer on much of the processes and timelines, so if you have something you need to reup with me in her absence, please feel free to do so.

-Madeline